

Colorado FFA Foundation and Cherry Creek Mortgage present THE MEAT AND GREET
Featuring Locally Sourced Cuisine, Kids, and Critters

What is it

A foodie event that features Colorado proteins, (beef, pork, lamb, and goat) Colorado wine, beer, sprints, Colorado kids (4-H and FFA Members), and responsibly raised livestock that will be on display in November and exhibited at the National Western Stock Show in January.

Objective

Create greater awareness of agriculture and the youth that exhibit at the National Western Stock Show through relationship building between exhibitors and the professional demographic of the greater Denver metro area. Other benefits will include:

Significant presence at the unique and inaugural pre-Stock Show event at the National Western Complex, which will be marketed to the professional demographic of Metro Denver area. This group may not typically participate in youth exhibitor events, but does have an interest in the Stock Show and the Western spirit. Young Professionals groups will be invited to attend.

Date is set for Nov. 15th, 2018 at the NWSS Stadium Arena.

Mutual benefit will occur for the Colorado FFA Foundation, and the Growing Minds buyers Combine for the NWSS Junior Livestock Sale and Educational Exhibits at the Stock Show.

Plan of Action

Invite junior livestock exhibitors from Colorado that are entered at the Stock Show to participate. This will be by application and capped at 3 exhibitors per market animal specie—beef, sheep, swine, and goats—12 total.

Sell individual tickets at \$150 per couple—food and drink included as well as Box Seats along the runway for \$1000 each. Each box will seat 8 people.

Chefs will prepare dishes featuring all four proteins being displayed. We will feature 3 beef, 3 pork, 3 lamb, and 3 goat dishes as entrees. Colorado wineries, brewers, and distillers will also be featured.

Goal of at least 400 attendees. Based on inaugural year success and 300 attendees last year.

The Run of the Show will be

4 pm Animals arrive—clean, and in place by 5:00

5-6:00 Box purchasers meet the exhibitors and their animals—VIP experience.

6-7:00 Cocktails, Food, and mingling. Exhibitors will display animals and do final grooming. Attendees can interact with the exhibitors. Students will also circulate the room, and invite guests to come see their animals.

7:15 Play video-focus on students—tell their story, hard work, financial commitment, and career goal—livestock 101.

7:20 Animals begin the run-way show. They are announced—stop in the middle of the run way and live auctioned off. Buyers are bidding on the “Partner Experience”—not the animal itself.

8:00 Live auction is over. All buyers, meet their “Partner” at the partner tables positioned in front of each pen. They have dessert together, are photographed at the pen, and exchange information.

8:30 Event concludes.

Post-event

By Dec. 5th and Jan. 5th the exhibitor sends a letter and a picture of their animal(s) and themselves to their “partner.” They invite their new partner to the show.

If the participant fulfills all of their responsibilities and does NOT qualify to sell their animal at the Junior Livestock Auction during the Stock Show, they will be given a scholarship equal to at least 70% of their “Partner” purchase. The balance of the “partner purchase” will be applied to the Growing Minds buyers’ pool for expenditure at the Junior Sale and support educational exhibits at the National Western Stock Show and the Colorado FFA Foundation.

If they do make the NWSS sale, their Partner Sale proceeds are used in to support the Growing Minds Combine for the Junior Livestock Sale and educational exhibits during the National Western Stock Show and the Colorado FFA Foundation.

Rationale and benefits

This type of event takes the National Western experience to a new level. Seldom do patrons of the Stock Show get a personal relationship with an exhibitor and their animal—this is ACTIVE engagement and something people are really seeking.

This brings new participants to the Junior Livestock Shows and the Sale—the buyer will naturally want to go to the show and watch their “partner” show and if they make the Sale, attend and hopefully buy or at least join a buyers combine.

This allows exhibitors to promote and advocate for animal agriculture—we do not advocate beyond agriculture often enough. It will also allow for “partners” to support (and attend) educational exhibits at the Stock Show.

A pre-stock show event that is connected to youth in agriculture has intrinsic benefits to the FFA, and the Stock Show.

In future “construction” years, participants can see how the complex is evolving and connect & advocate for the show and facility.

Assist Colorado kids that participate at the National Western Stock Show but do not make the sale.

This shows active partnering between the parties involved with many future opportunities becoming available through the new National Western Center.

Exhibitors and participating “Partners” get the opportunity to create a long lasting relationship that could lead to mentoring, networking, and maybe even employment.